Manitoba

Manitoba Culture, Heritage and Tourism

Annual Report 2011–2012

MINISTER OF
CULTURE, HERITAGE AND TOURISM

Room 118
Legislative Building
Winnipeg, Manitoba, R3C 0V8
CANADA

His Honour The Honourable Philip S. Lee, C.M., O.M.
Lieutenant Governor of Manitoba
Room 235, Legislative Building
Winnipeg, MB R3C 0V8

May It Please Your Honour:

I am pleased to present the Annual Report for the Department of Manitoba Culture, Heritage and Tourism for the fiscal year ending March 31, 2012, for the information of your honour.

Respectfully submitted,

"Originally signed by"

Honourable Flor Marcelino
Minister of Culture, Heritage and Tourism

Manitoba
Culture, Heritage and Tourism

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Honourable Flor Marcelino
Minister of Culture, Heritage and Tourism

Dear Minister Marcelino:

I have the honour of submitting for your approval the 2011-2012 Annual Report for Manitoba Culture, Heritage and Tourism (CHT). This past year had many highlights, some of which are outlined below.

Communications Services Manitoba (CSM) provided emergency public communications support, working collaboratively with Manitoba Emergency Measures Operations (EMO) and other departments to provide information to Manitobans. Before flooding started, the division assisted in organizing over 23 events to share information about flood preparations, equipment purchases and three flood outlooks/forecasts. A series of advertising in newspapers provided information about flood preparations, insurance coverage and related topics. During the flood response CSM helped produce 98 media bulletins, organize 75 media briefings, and dozens of media tours and on-site briefings in flood-affected areas. Paid advertising provided information about topics such as preparing to evacuate and well water testing in flood-affected areas. Social media, including Twitter, Facebook and YouTube helped disseminate information and link Manitobans to extensive flood information available on the government website.

Notwithstanding the many challenges facing Canada's tourism sector, Manitoba's tourism industry has continued to perform strongly through the post-recessionary years. The rate of return on the dollars invested in tourism by the department is second only to British Columbia. Manitoba's tourism revenues reached a record $1.26 billion in 2010.

Through our support to Travel Manitoba, the agency was able to expand its marketing activities in established domestic and international markets, as well as to explore new markets in China, Mexico, and southeast Asia. Under the Rural Regional Tourism Initiative, seven regional tourism associations received assistance to support tourism development and promotional networks comprised of dozens of tourism interests in rural and northern Manitoba.

2011-2012 saw the formal launch of the Manitoba portion of the 800 km International Pine to Prairie Birding Trail and we were pleased to welcome our colleagues from the State of Minnesota to share in the celebration of this historic partnership between our two jurisdictions. In partnership with Manitoba Conservation, the department also published a new trail guide for wildlife viewing in the Manitoba Grasslands region, and built a new interpretive kiosk in Churchill, highlighting beluga whales and other marine life on the Hudson Bay coast.

The department continued its consultation with, and financial support to, a broad range of arts and heritage organizations; municipalities; designated heritage building owners; and community organizations seeking capital assistance. This includes support to Prairie Theatre Exchange to improve and upgrade its facility. Two municipalities designated and protected six new municipal heritage sites including the Centennial Hall and Swimming Hole (a rare rural site associated with pioneer recreation) in Holmfield and four historic cottages in Gimli.

Manitoba continues to support its important film, video, sound recording and publishing industries. Over the past year, 28 film, television and web-based media projects were shot in the province, including new episodes of the acclaimed television series *Todd and the Book of Pure Evil.* Manitoba recording artists released 226 recordings, received 142 nominations and won 43 regional, national and international music

awards. Manitoba Book Publishing Tax Credit continues to assist book publishers and enhance the sustainability and competitiveness of Manitoba publishers.

Community arts programming is vibrant in each of Manitoba's regions with activities and events taking place continuously throughout the year. Manitobans participate in over 60 community festivals, access art-based workshops and classes through rural community arts councils, schools or urban art centres across the province. Community arts programs play a key role in cultural identity and expression and we support Aboriginal, Francophone and multicultural groups in their efforts to celebrate, share and develop their art forms in Manitoba.

Arts and cultural organizations with provincial or local mandates, major arts festivals, rural arts councils and *comités culturels*, first nations communities, grass-roots community groups, schools, presenters, discipline-specific community arts groups and urban art centres currently access support through department programs.

The Urban Art Centres Program provides financial assistance to established community-based not-for-profit arts and cultural organizations delivering arts-based programming to targeted urban communities that are underserved, underrepresented, high need and/or, high risk. In 2011-2012, the program received an increase of $150.0, allowing for an expansion of the program to include four new organizations.

L'Art en moi is a new program that supports meaningful arts-based activities that promote francophone cultural identity in urban and rural communities, across age-groups and reflective of francophone diversity. This program is a partnership between CHT, the Manitoba Francophone Affairs Secretariat and the Manitoba Arts Council, which enabled Manitoba to access matching funds from the federal department of Canadian Heritage.

CHT continues to expand and improve the network of local public library services with particular policy and program focus on extending and enhancing services to Aboriginal communities; developing responsive local policies to support new immigrants; developing the capacity of public libraries to support literacy at all levels, student success, and life-long learning; and leveraging province-wide partnerships to provide access to downloadable and online library resources.

In 2011, staff working with Cross Lake First Nation in northern Manitoba continued a second year of excavation at the archaeological site of David Thompson's first fur-trading post, which was established in 1792 for the Hudson's Bay Company. The crew has located the remains of log walls, chimneys and floorboards as well as Hudson's Bay Company artifacts not seen for 220 years. In 2012, department archaeologists and the Cross Lake First Nation will continue detailed investigations at this important site.

As 2012 marks the Bicentennial of the Arrival of the Selkirk Settlers, there are many celebrations being planned. In 2011-2012, Culture, Heritage and Tourism supported organizations that are planning a number of interesting and educational activities. A key activity is the development of the Battle of Seven Oaks Monument, a major site associated with the Selkirk Settlers as well as the Métis people. CHT has partnered with Manitoba Local Government, and federal and municipal partners to create a major new site development plan as well as new interpretive materials that will explore all sides of this important event in Manitoba's history.

The Archives of Manitoba continued to acquire and make available the records of the UNESCO-designated Hudson's Bay Company Archives (HBCA) and records created by individuals, organizations and businesses documenting the history of Manitoba. Specifically, it repatriated 13 HBC films from the British Film Institute, including the elements that made up the 1920 feature film celebrating the 250th anniversary of the company, *Romance of the Far Fur Country*.

The Information and Privacy Policy Secretariat worked with departments and public bodies to ensure that revisions to *The Freedom of Information and Protection of Privacy Act* that came into force on January 1, 2011 were implemented. Initiatives included training sessions, resource materials and

consultations on individual issues. In 2012-2013, the secretariat will continue promoting proactive disclosure of public information on the government website.

In keeping with the Legislative Library's mandate to preserve and make accessible government publications and Manitoba's published heritage, several documents were converted to archival microfilm including *Journals and Sessional Papers* for the period of 1910-1923, rural newspapers and unique historical Winnipeg newspapers and magazines. Conservation and restoration work was done on the library's copy of the first issue of the *Nor'Wester*, published on December 23, 1859 - the very first newspaper published in the territory that became Manitoba.

Translation Services continues to support departments in their implementation of the French Language Services Policy by providing 18,171 pages of written translation. They also supported the work of the court by providing interpretation.

These highlights provide a glimpse of the scope and diversity of the work undertaken by Manitoba Culture, Heritage and Tourism in 2011–2012.

Respectfully submitted,

"Originally signed by"

Cindy Stevens
Deputy Minister of Culture, Heritage and Tourism

Manitoba

Culture, Patrimoine et Tourisme

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Madame Flor Marcelino
Ministre de la Culture, du Patrimoine et du Tourisme

Madame la Ministre,

J'ai l'honneur de vous présenter, en vue de son approbation, le rapport annuel du ministère de la Culture, du Patrimoine et du Tourisme pour l'exercice 2011-2012. Voici quelques points saillants des nombreuses activités du ministère au cours de l'année.

Services de communication du Manitoba a appuyé la diffusion de communiqués publics portant sur les situations d'urgence, et ce, en travaillant de concert avec l'Organisation des mesures d'urgence et d'autres ministères pour fournir des renseignements aux Manitobains. Avant le commencement des inondations, la Division a participé à l'organisation de plus de 23 initiatives visant à communiquer de l'information sur les mesures de préparation aux inondations, l'achat de matériel et trois prévisions concernant les crues. Une série d'annonces dans les journaux a fourni de l'information sur la préparation aux inondations, la couverture d'assurance et des sujets connexes. Durant la lutte contre les inondations, Services de communication du Manitoba a aidé à produire 98 communiqués et à organiser 75 briefings média ainsi que des dizaines de circuits à l'intention des médias et de briefings sur place dans les zones touchées par les inondations. Des publicités payantes ont fourni de l'information sur des sujets tels que la préparation à l'évacuation et l'analyse de l'eau de puits dans les régions sinistrées. Des médias sociaux tels que Twitter, Facebook et YouTube ont aidé à diffuser de l'information et à diriger la population manitobaine vers la vaste gamme de renseignements sur les inondations, disponibles sur le site Web du gouvernement.

En dépit des nombreux défis auxquels est confronté le secteur canadien du tourisme, l'industrie touristique du Manitoba a continué d'enregistrer de très bons résultats durant les années suivant la récession. Le taux de rendement des dollars investis par le ministère dans le secteur touristique se classe au deuxième rang au Canada, après la Colombie-Britannique. Les recettes générées par l'industrie touristique au Manitoba ont atteint un nombre record de 1,26 milliard de dollars en 2010.

Grâce au soutien que nous offrons à Voyage Manitoba, la société a pu élargir ses activités de commercialisation dans les marchés nationaux et internationaux établis, et explorer de nouveaux marchés en Chine, au Mexique et dans l'Asie du Sud-Est. Dans le cadre du Programme de tourisme régional en milieu rural, sept associations de tourisme régional ont reçu de l'aide pour appuyer le développement du tourisme et la création de réseaux de promotion composés de dizaines d'intérêts touristiques dans les régions rurales et du nord du Manitoba.

En 2011-2012, la Province a lancé officiellement la partie manitobaine du sentier international (800 km) d'observation des oiseaux *Pine to Prairie*. Nous avons eu le plaisir d'accueillir nos collègues de l'État du Minnesota pour célébrer ce partenariat historique entre nos deux pays. En collaboration avec Conservation Manitoba, notre ministère a également publié un nouveau guide de sentier pour l'observation de la faune dans la région des prairies du Manitoba, et a construit un nouveau kiosque d'interprétation à Churchill, qui met en relief les bélugas et d'autres types de vie marine sur la rive de la baie d'Hudson.

Le ministère a poursuivi sa consultation avec un large éventail d'organismes artistiques et d'organismes œuvrant pour le patrimoine, de municipalités, de propriétaires de bâtiments qualifiés de sites du patrimoine et d'organismes communautaires à la recherche d'aide financière, et a continué à leur offrir un soutien financier. Cela inclut notamment une aide au Prairie Theatre Exchange pour améliorer et moderniser ses locaux. Deux municipalités ont qualifié et protégé six nouveaux sites municipaux du patrimoine, y compris le Centennial Hall et le Swimming Hole (un rare site rural associé aux activités récréatives des pionniers) à Holmfield, ainsi que quatre chalets historiques à Gimli.

Le Manitoba continue de soutenir ses importantes industries du cinéma, de la vidéo, de l'enregistrement sonore et de la publication. Au cours de l'année, 28 projets (pour le cinéma, la télévision et le Web) ont été filmés dans la province, y compris de nouveaux épisodes de la série télévisée très populaire *Todd and the Book of Pure Evil*. Des artistes manitobains ont sorti 226 enregistrements, reçu 142 nominations et remporté 43 prix régionaux, nationaux et internationaux du domaine de la musique. Le crédit d'impôt pour l'édition continue d'appuyer les éditeurs de livres et de favoriser la compétitivité et la viabilité des maisons d'édition manitobaines.

Nombreux sont les programmes artistiques communautaires offerts dans toutes les régions du Manitoba. Grâce à ces programmes, la population a accès à des activités et à des événements tout au long de l'année. Les Manitobains participent à plus de 60 festivals communautaires et ont accès à des ateliers et à des cours basés sur les arts par le truchement de conseils artistiques communautaires ruraux, d'écoles et de centres artistiques urbains dans toute la province. Les programmes d'arts dans les collectivités jouent un rôle clé en termes d'identité et d'expression culturelles et nous appuyons les groupes autochtones, francophones et multiculturels dans leurs efforts pour célébrer, partager et développer leurs formes d'art au Manitoba.

Tout un éventail d'organismes artistiques et culturels ayant des mandats provinciaux ou régionaux, de grands festivals artistiques, de conseils artistiques ruraux, de comités culturels, de collectivités des Premières Nations, de groupes communautaires locaux, d'écoles, de présentateurs, de groupes artistiques communautaires axés sur une discipline particulière et de centres artistiques urbains reçoivent de l'aide dans le cadre des programmes du ministère.

Le programme des centres d'arts urbains fournit une aide financière aux organismes communautaires artistiques et culturels sans but lucratif établis qui offrent des programmes axés sur les arts aux membres des communautés urbaines ciblées pouvant être mal desservies, sous-représentées ou considérées comme ayant des besoins ou des risques élevés. En 2011-2012, le programme a bénéficié d'une augmentation de 150 000 $, ce qui lui a permis d'élargir sa capacité pour inclure quatre nouveaux organismes.

L'Art en moi est un nouveau programme qui favorise d'importantes activités artistiques qui reflètent la diversité francophone du Manitoba et qui renforcent l'identité culturelle francophone des personnes francophones de tout âge vivant dans les communautés urbaines et rurales. Ce programme constitue un partenariat entre Culture, Patrimoine et Tourisme Manitoba, le Secrétariat aux affaires francophones du Manitoba et le Conseil des Arts du Manitoba, dans le cadre duquel le Manitoba a pu avoir accès à des fonds de contrepartie provenant du ministère du Patrimoine canadien.

Culture, Patrimoine et Tourisme Manitoba continue d'élargir et d'améliorer le réseau des services locaux de bibliothèque publique grâce à des politiques et des programmes axés tout particulièrement sur l'élargissement et l'amélioration des services offerts aux collectivités autochtones; l'établissement de politiques adaptées aux nouveaux immigrants à l'échelle locale; le développement des capacités des bibliothèques publiques de façon à favoriser l'alphabétisation à tous les niveaux, la réussite des élèves et l'apprentissage continu; et la nécessité de tirer profit des partenariats à l'échelle de la province afin d'offrir un accès aux ressources de bibliothèques téléchargeables et en ligne.

En 2011, du personnel travaillant de concert avec la Première Nation de Cross Lake dans le nord du Manitoba a entamé une deuxième année de travaux d'excavation au site archéologique du premier poste de traite des fourrures établi en 1792 par David Thompson pour la Compagnie de la Baie d'Hudson.

L'équipe a repéré des vestiges de murs en rondins, de cheminées et de planchers, ainsi que des artéfacts de la Compagnie de la Baie d'Hudson (HBC) inconnus depuis 220 ans. En 2012, des archéologues du ministère et des membres de la Première Nation de Cross Lake poursuivront leurs recherches détaillées à cet important site.

Comme 2012 marque le bicentenaire de l'arrivée des colons de Lord Selkirk, un grand nombre de célébrations sont planifiées. En 2011-2012, Culture, Patrimoine et Tourisme Manitoba a offert son soutien à des organismes planifiant de nombreuses activités intéressantes et éducatives. L'une des activités les plus importantes est la création du monument de la bataille de la Grenouillère (Seven Oaks), un site très important associé aux colons de Lord Selkirk ainsi qu'aux Métis. Culture, Patrimoine et Tourisme Manitoba a collaboré avec Administrations locales Manitoba et avec des partenaires fédéraux et municipaux en vue de créer un important nouveau plan de développement du site ainsi que du nouveau matériel d'interprétation qui permettra d'explorer tous les aspects de cet important événement de l'histoire du Manitoba.

Les Archives du Manitoba a continué d'acquérir et de rendre disponibles les ressources documentaires des Archives de la Compagnie de la Baie d'Hudson (désignées par l'Unesco) ainsi que des documents créés par des particuliers, des organismes et des entreprises qui consignent l'histoire du Manitoba. Tout particulièrement, la Direction a rapatrié 13 films portant sur la HBC du British Film Institute, y compris des éléments dont fut composé le film *Romance of the Far Fur Country*, un long métrage sorti en 1920 pour célébrer le 250^{e} anniversaire de la HBC.

Le Secrétariat de la politique d'accès à l'information et de protection de la vie privée a collaboré avec les ministères et les organismes publics pour veiller à la mise en œuvre des modifications à la *Loi sur l'accès à l'information et la protection de la vie privée*, entrées en vigueur le 1er janvier 2011. Parmi les initiatives, notons des séances de formation, du matériel de ressource et des consultations sur des sujets particuliers. En 2012-2013, le Secrétariat continuera de promouvoir la communication d'information publique sur le site Web du gouvernement.

Conformément au mandat de la Bibliothèque de l'Assemblée législative de préserver et de rendre accessibles des publications du gouvernement provincial et le patrimoine publié du Manitoba, plusieurs documents ont été transposés sur microfilm, notamment les *Journals and Sessional Papers* pour la période de 1910 à 1923, des journaux ruraux et d'uniques journaux et magazines historiques de Winnipeg. Des travaux de conservation et de restauration ont été menés sur l'exemplaire appartenant à la bibliothèque de la première édition du *Nor'Wester*, publiée le 23 décembre 1859. Il s'agit du tout premier journal publié dans le territoire qui est devenu la province du Manitoba.

Le Service de traduction continue d'appuyer les ministères dans la mise en œuvre de la politique sur les services en langue française en publiant 18 171 pages de traductions écrites. Le Service a également appuyé le travail des tribunaux grâce à ses services d'interprétation.

Ces points saillants offrent une vue d'ensemble de l'étendue et de la diversité des activités entreprises par le ministère de la Culture, du Patrimoine et du Tourisme au cours de l'exercice 2011-2012.

Le tout respectueusement soumis.

La sous-ministre de la Culture, du Patrimoine et du Tourisme,

"Original signé par"

Cindy Stevens

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Introduction

The Annual Report of the Department of Culture, Heritage and Tourism deals with the fiscal year ending March 31, 2012, providing a record of performance and fiscal accountability.

The report's content reflects the department's organizational structure, followed by program and financial information for five divisions:

- Administration and Finance
- Culture and Heritage Programs
- Tourism
- Communications Services Manitoba
- Provincial Services

Highlights are noted in the Deputy Minister's transmittal letter. This divisional information is followed by a report on Boards and Agencies, financial statements and historical information on expenditures and staffing, performance reporting, and a summary of disclosures received by the department.

Departmental Vision and Mission

Vision Statement

A province where all citizens can contribute to, and benefit from the quality of life in their communities, and take pride in being Manitobans.

Values

The following values are the core principles that guide our work behaviour, relationships and decision-making within the organization:

Engagement	-	to improve personal and community life
Accessibility	-	to information and programs
Inclusion	-	through involvement in decision-making
Innovation	-	for creative solutions
Learning	-	as a way of life
Legacy	-	for future generations
Respect	-	for our strengths and differences
Service	-	to Manitobans

Mission Statement

We contribute to a vibrant and prosperous Manitoba by celebrating, developing, supporting and promoting the identity, creativity and well-being of Manitobans, their communities and their province.

Goals

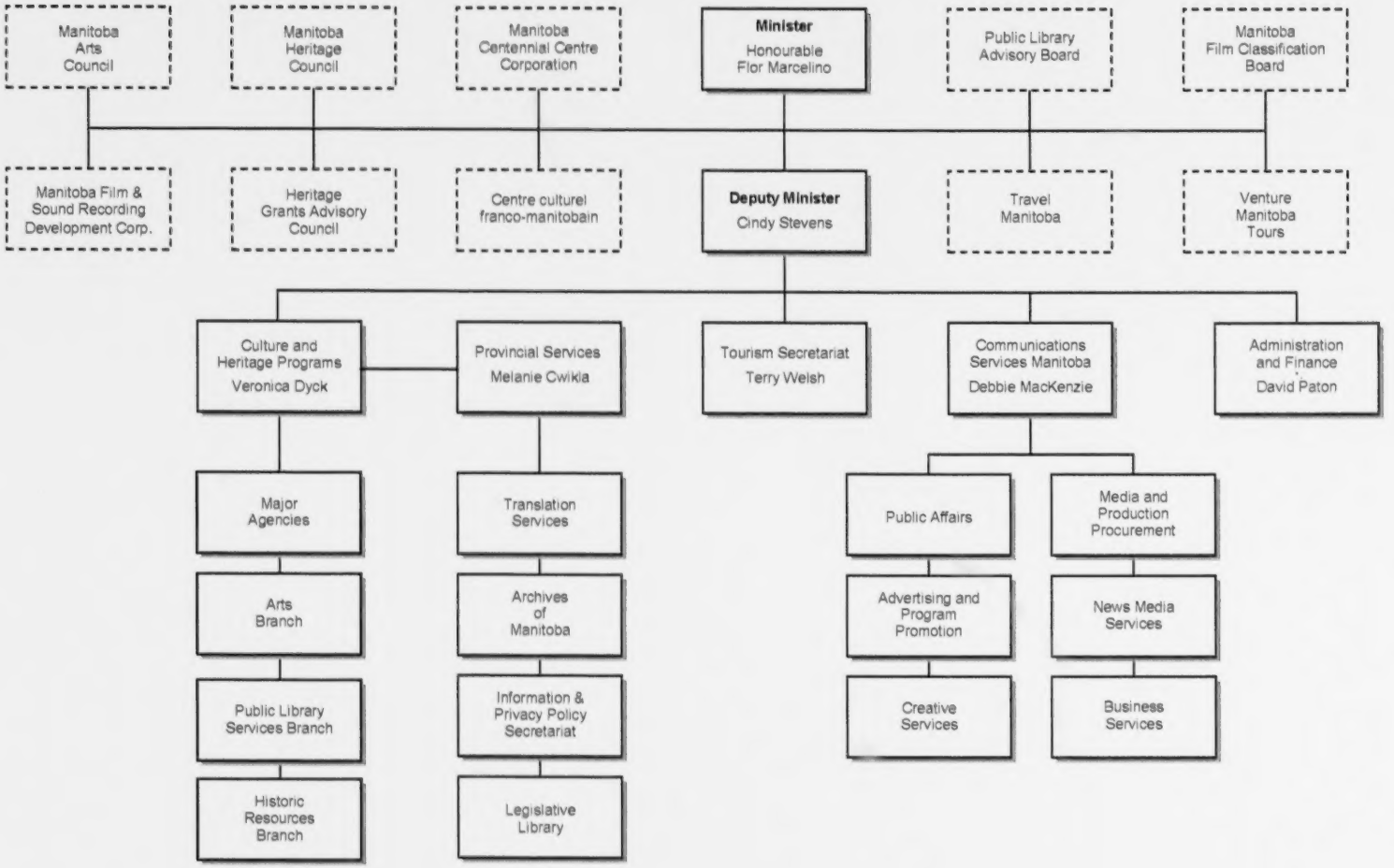
- Generate sustainable economic growth around Manitoba's unique identity and attributes.
- Increase community capacity to improve the well-being of Manitobans.
- Enhance public access to knowledge and information.
- Engage Manitobans in sharing and making use of the province's cultural and heritage resources.
- Build Manitoba's identity and reputation as a centre of artistic excellence.
- Provide effective leadership and support to corporate and departmental priorities.

Expected Outcomes

Through its planning process, the department has identified long-term outcomes which reflect the desired results of its programs.

- Increased employment and investment in Manitoba's cultural and tourism industries
- Equitable access to and increased participation in activities that contribute to quality of life and encourage the sustainability of inclusive communities.
- Greater access to and use of information that is publicly held or generated.
- Enhanced stewardship and use of the province's cultural and heritage resources.
- Increased opportunities for Manitoba's artists to excel at a national/international level.
- Enhanced participation in corporate and departmental initiatives.

CULTURE, HERITAGE AND TOURISM
ORGANIZATIONAL CHART
March 31, 2012



Statutory Responsibilities

The department operates under the authority of the following Acts of the Consolidated Statutes of Manitoba:

The Amusements Act (Except Part II)

The Archives and Recordkeeping Act

The Arts Council Act

The Centre culturel franco-manitobain Act

The Coat of Arms, Emblems and the Manitoba Tartan Act

The Foreign Cultural Objects Immunity from Seizure Act

The Freedom of Information and Protection of Privacy Act

The Heritage Manitoba Act

The Heritage Resources Act

The Income Tax Act (Section 10.4 – Manitoba Book Publishing Tax Credit)

The Legislative Library Act

The Manitoba Centennial Centre Corporation Act

The Manitoba Film and Sound Recording Development Corporation Act

The Manitoba Museum Act

The Public Libraries Act

The Public Printing Act

The Travel Manitoba Act

Executive Support

Minister's Salary

This appropriation provides for the Minister's salary entitlement as a member of Executive Council.

1(a) Minister's Salary:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011-2012 FTE	Estimate 2011-2012 $000	Variance Over (Under)	Expl. No.
Salaries	37	1.00	37	-	
Total Expenditures	37	1.00	37	-	

Executive Support

Executive Support, consisting of the Minister's and the Deputy Minister's offices, provides leadership, policy direction and operational coordination to support the department and its agencies. The Minister's office provides administrative support to the Minister in the exercise of her executive policy role and service to the constituency. The Deputy Minister advises the Minister and gives direction to the department on the overall management and development of its policies and programs.

1(b) Executive Support:

Expenditures by Sub-Appropriation	Actual 2011-2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	726	10.00	656	70	*1*
Other Expenditures	48		48	-	
Total Expenditures	774	10.00	704	70	

1 *Variance reflects transfer of 1.00 FTE, salary and benefits, and other expenditures from Water Stewardship.*

Administration and Finance

Administration and Finance assists the department in achieving its goals by providing services in support of the effective management of its human, financial and information resources and by assisting the other divisions and branches in the implementation of their initiatives. As well, the division provides guidance and support in meeting the legislative and policy requirements of central agencies of government including the Treasury Board, Civil Service Commission, Provincial Comptroller's Office, Office of the Auditor General and Office of Business Transformation and Technology.

Activities include providing critical analysis and advice to management, budget coordination, administrative and operational support services, grants administration, and information technology support.

The division is responsible for the coordination of applications received under *The Freedom of Information and Protection of Privacy Act (FIPPA)*. For the period January 1, 2011 to December 2011, 13 requests were completed by the department of which seven were from political parties, five were from private citizens or organizations and one was from the media. All were responded to within 30 days. There was one complaint and the Ombudsman supported the department's decision not to release the information. Further details are included in government's 2011 FIPPA Annual Report.

The division is also responsible for developing the department's French Language Services Plan and reporting on it each year to the French Language Services Secretariat. The department has 45 designated bilingual positions with 37 bilingual incumbents in designated positions, six vacancies and two positions with non-bilingual staff.

The division also administers the Heritage Grants Program, which provides grants and technical assistance toward the preservation of heritage resources. Additionally, the division provides management and administrative support to staff of the Manitoba Film Classification Board, which is responsible for the classification of films, videos/DVDs and video games.

Financial and Administrative Services

Financial and Administrative Services consists of four units: Management Services, Financial Services, Grants Administration and Information Technology Services. Collectively these units are responsible for promoting and supporting continuous improvement in program management, financial administration and operations productivity throughout the department.

Management Services supports departmental planning processes and encourages the development of clear linkages between departmental, branch and section priorities and objectives, while maximizing the use of limited resources. The unit coordinates the preparation of the Department Plan, Estimates Supplement and Annual Report, including performance reporting, in accordance with Treasury Board guidelines. Additionally, it is responsible for ongoing maintenance of business continuity plans as required under *The Emergency Measures Act*.

Financial Services coordinates the preparation of the department's budget and provides financial advice and analytical support for resource allocation decision-making. The unit supports the preparation and review of authority seeking submissions and contracts. Additionally, it provides central accounting, financial monitoring and reporting, general operating and administrative support services, monthly expenditure and variance reports, quarterly revenue statements and annual financial statements.

Financial Services is also responsible for the preparation, communication and monitoring of the department's comptrollership plan. The unit regularly provides management and financial reports that support the delivery of departmental programs and initiatives.

Grants Administration supports the administration and delivery of formula-based grant programs. It provides clerical and administrative support to the Heritage Grants Advisory Council. The unit generates

ministerial correspondence, documentation required to process cheques, approval, conveyance and follow-up letters. It also manages the Grants Management System, which is a database that provides historical and financial reporting and correspondence-generating capabilities.

Information Technology Services promotes and supports the planning, implementation and project management of all information technology applications within the department. This includes all aspects of the management and support of the department's internet and intranet sites. Information Technology Services also supports business units from the conception of a business improvement opportunity or from the identification of a new or changed business requirement through implementation of an appropriate solution. The unit provides consultative services to senior management and business units; coordinates the preparation and execution of the department's annual Information Technology Plan; coordinates the acquisition, installation, security, maintenance and support of desktop computer-related activities; and works closely with the office of Business Transformation and Technology (BTT) to manage the delivery of central services application development, implementation and maintenance services.

In 2011-2012, the unit worked closely with BTT to coordinate and implement 10-digit dialing in Manitoba and email consumption projects, enhancements to the Boards application to improve the management of board member appointments and enhancements to the Archives of Manitoba Keystone online catalogue to include images. In addition, the unit worked with the department and BTT to make modifications and upgrades to the Grants Management System, The unit continued to work with BTT to implement an integrated library system shared by Public Library Services and the Legislative Library.

1(c) Financial and Administrative Services:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	920	22.00	1,013	90	
Other Expenditures	328		330	13	
Total Expenditures	1,248	22.00	1,343	103	

Manitoba Film Classification Board

The Manitoba Film Classification Board is mandated under *The Amusements Act* to provide a comprehensive procedure for the classification and regulation of films, and to provide for the dissemination of information to residents of the province concerning the nature and content of films. The board regulates the distribution, exhibition and presentation of film, video/DVDs and video games.

The board provides content information, classification ratings and other advisories so that Manitobans can make informed choices about what they or their children may view or play. This is accomplished in part by using classification categories that also restrict the availability of material on the basis of age. Products that fall within an age-restricted category require labels. The classification categories are General (G), Parental Guidance (PG), 14 Accompaniment (14A), 18 Accompaniment (18A), and Restricted (R).

The board also provides parents with information about the content of video games and restricts the distribution of Mature-rated material to children. Under regulations which came into effect on June 1, 2005, the board regulates the sale or rental of computer and video games classified by the Entertainment Software Ratings Board (ESRB). The ESRB ratings are Early Childhood (EC), Everyone (E), Everyone 10+ (E 10+), Teen (T), Mature (M), Adults Only (AO), and Rating Pending (RP).

The numbers and categories of films and video/DVDs classified are as follows:

Public Exhibition – films and videos intended for commercial or non-commercial public exhibition:

Number Classified	2011-2012	2010-2011	2009-2010
Commercial	696	625	615
Non-commercial	339	372	343
Total Classified	**1035**	**1047**	**958**

Note:
1. Non-commercial product was submitted primarily by non-profit organizations.

The resulting classifications of feature films were as follows:

Feature Films	2011-2012	2010-2011	2009-2010
General	39	36	35
Parental Guidance	91	91	84
14 Accompaniment	87	90	84
18 Accompaniment	23	21	23
Restricted	2	3	1
Total	**242**	**241**	**227**
Appeals	0	2	3

Home Use – units solely for personal or in-home entertainment:

Submissions	2011-2012	2010-2011	2009-2010
Units received	3102	3187	4,373
Titles received	2061	2339	2,865

Public Exhibition and In-Home Use Titles Classified[2]**:**

	2011-2012	2010-2011	2009-2010
Permits Issued[3]	3126	3234	3,933
Classifications:			
General	633	583	682
Parental Guidance	1078	1082	1,262
14 Accompaniment	885	946	1,044
18 Accompaniment	245	212	287
Restricted	46	58	39
Adult	239	353	619
Classification to be determined (as of March 31)	80	79	68

Notes:
2. A single title may have been released in multiple formats, i.e. 35mm, video/DVD or a digital file.
3. Not all product received is issued a permit or issued in the same year it is received.

The board issues 26 bi-weekly video classification updates and 12 theatrical classification reports. It is the video retailers' and theatre owners' responsibility to provide the general public with information contained in the board's catalogue and updates so parents can make informed choices about what they wish to view for themselves and their children. The catalogue and updates contain classifications and information pieces such as "violence" and "mature theme". This is also available on the board's website.

The board licenses all distributors and retail outlets of public exhibition and in-home use films, video/DVDs, computer and video games:

	2011-2012	2010-2011	2009-2010
Retail Stores licensed	1043	1101	1,087
Distributors licensed	212	202	213
Inspections	513	860	1,115
Inspections – video games	60	69	530
Product removed	4	128	1,697
Product removed – video games	0	0	0

1(d) Manitoba Film Classification Board:

Expenditures by Sub-Appropriation	Actual 2011-2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	307	4.00	206	101	*1*
Other Expenditures	139		228	(89)	*1*
Total Expenditures	446	4.00	434	12	

1 *Variance reflects a change in the accounting treatment of payments to Board Members. These payments are now reflected as salary costs instead of operating costs.*

Sustainable Development

The Sustainable Development Act sets out principles for departments to follow in integrating considerations for the environment, human health, and social well-being into their daily operations, and departments report annually on progress in meeting sustainable development strategies. The department's action plan addresses the following goals:

- increasing awareness, training and education regarding the benefits of sustainable development;
- protecting the health and environment of Manitobans through the reduced purchase and use of toxic substances and a reduction of solid waste sent to landfills;
- reducing fossil fuel emissions;
- reducing total annual consumption of utilities and increasing use of environmentally preferable products;
- increasing participation of Aboriginal, local, community-based and small businesses in government procurement opportunities;
- encouraging online applications and electronic funds transfer for grant recipients, and reducing the number of printed applications; and
- reducing printing and mailing costs by encouraging email as a means of communicating information to organizations on an annual basis i.e. grant deadlines, program information.

Key activities for Manitoba Culture, Heritage and Tourism included maintenance of baseline data, a review of departmental procedures, policies, contracts and grant applications for the inclusion of sustainable development elements, and distribution of environmentally preferred product information within the department.

The department continued to use recycled paper and reconditioned printer toner cartridges for daily business practices. Individual blue bins for paper, and central bins for aluminum, plastic and paper are an ongoing commitment to recycling. The use of ethanol blend fuel in departmental fleet vehicles has increased to 32 per cent of overall fuel purchases. Four of ten departmental fleet vehicles are now ethanol 85 per cent compatible.

In 2011-2012, the Tourism Secretariat supported a number of sustainable tourism initiatives including assistance for developing and enhancing ecotourism enterprises on the east side of Lake Winnipeg, tendering and preliminary site readiness for the Waabanong Anishinaabe Interpretive and Learning Centre, and continued delivery of the Watchable Wildlife Program.

The new Waabanong Centre will be an interactive learning centre – the first of its kind in Manitoba – that provides Aboriginal and non-Aboriginal peoples with unique learning opportunities about the cultural and environmental heritage of Anishinaabe peoples in Manitoba. It will be a focal point for ecotourism in the region and a centre for the demonstration of green technologies and sustainable living.

Under the Watchable Wildlife program, the secretariat, in partnership with Manitoba Conservation, continued to develop and enhance wildlife viewing sites in provincial parks and wildlife management areas throughout the province, highlighted by the completion and launch of the Manitoba section of the International Pine to Prairie Birding Trail shared with the State of Minnesota. Secretariat staff continued to represent the department on the Licensing Advisory Committee under *The Resource Tourism Operators Act* administered by Manitoba Conservation.

Culture and Heritage Programs Division

The Culture and Heritage Programs Division supports, creates and develops a broad range of cultural, arts, heritage, and library services, programs and opportunities that benefit Manitobans and their communities.

The division is dedicated to quality client service through:

- supporting community groups in identifying their needs and priorities, creating their own services and programs, and reviewing their progress toward identified goals and sustainability;
- building a supporting infrastructure that includes organizations, volunteers, institutions, facilities and arm's-length funding bodies;
- responding to the needs and aspirations of the division's clients within the framework of government's fiscal and policy requirements;
- planning cooperatively and strategically with clients, other service partners, various departments and levels of government;
- providing programs, services and funds that respond to regional needs and complement provincial priorities;
- reviewing policies, legislation, programs, services and funding in consultation with divisional clients; and
- maintaining awareness of provincial, national and international trends and new developments within each discipline, apprising staff and divisional clients of available options.

The division consists of the Assistant Deputy Minister's office and three branches: Arts, Public Library Services, and Historic Resources.

The Major Agency Relations Unit, which coordinates the budgetary and granting requirements for the Manitoba Arts Council and the department's major grant recipients, is also part of the division.

Executive Administration

The Assistant Deputy Minister provides managerial leadership to the major programs of the division through the Divisional Management Committee, through policy development, information coordination, and strategic planning, as well as fiscal, program, and human resource management in support of the division's clients and mandate.

During 2011-2012, the efforts of the division supported the following goals:

- provide sustained financial operating support to legislated cultural and heritage agencies;
- recognize and encourage artistic excellence, creativity and innovation, through funding to the Manitoba Arts Council;
- increase public access to and participation in arts, culture and heritage activities;
- enhance opportunities for Manitobans to access knowledge and information regarding culture, heritage and library programs and services;
- promote the use of the province's cultural and heritage resources;
- encourage and facilitate industry development in the cultural sector and
- work collaboratively with government departments and agencies to provide services that are responsive, sensitive and accessible to diverse communities.

2(a) Executive Administration:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	368	6.00	536	(168)	
Other Expenditures	123		62	61	
Total Expenditures	491	6.00	598	(107)	

Grants to Cultural Organizations

Operating and capital assistance are provided to the department's major agencies. The major cultural agencies are: le Centre culturel franco-manitobain, the Manitoba Centennial Centre Corporation, the Manitoba Museum, the Western Manitoba Centennial Auditorium and the Winnipeg Art Gallery. Over $9.0 million was awarded in operating grants to these institutions and agencies in 2011-2012.

The department's capital grant program provides funding to maintain and repair major cultural facilities and provide grants to non-profit organizations to undertake projects that provide long-term social benefits for the general community.

In 2011-2012, nearly $360.0 was awarded in capital grants to major cultural organizations for minor capital repairs and upgrades including: assisting the Manitoba Museum with capital planning and for air conditioning repairs; a new stage curtain and installation of an exhaust fan and heating, ventilation and air conditioning repairs for le Centre culturel franco-manitobain; a warehouse feasibility study; and completion of a multi-phase roof and building envelope renovation project at the Winnipeg Art Gallery.

2(b) Grants to Cultural Organizations:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Total Grant Assistance	10,285	-	9,737	548	

Manitoba Arts Council

The Manitoba Arts Council was created by an Act of the Manitoba Legislature in 1965. The objective of the council is to promote the study, enjoyment, production and performance of works in the arts. The council works in close cooperation with federal and provincial agencies and departments, and with artists and arts organizations in developing and revising its various programs and activities to meet the changing needs of the artistic community. The Manitoba Arts Council's annual report is tabled separately in the Legislature.

2(c) Manitoba Arts Council:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Grant Assistance	9,601	-	9,620	(19)	
Less: Recoverable from Urban Development Initiatives	(875)		(875)		
Less: Recoverable from Education	-		-		
Total Grant Assistance	8,726	-	8,745	(19)	

Heritage Grants Advisory Council

The Heritage Grants Advisory Council is responsible for making recommendations to the Minister for funding under the Heritage Grants Program for projects which identify, protect and interpret the province's heritage. Application for funding under the Heritage Grants Program is open to any non-profit, incorporated community organization or local government.

The council consists of 14 members of the heritage community. The council has a wide range of expertise and represents many heritage disciplines and regions throughout the province. The council held two formal meetings to review grant applications, one in Winnipeg and the other in Gimli.

The council relies on the technical expertise of the department's staff to ensure that standards are met in all the projects supported by the program. Expertise is sought from the Historic Resources Branch, Archives of Manitoba, the Arts Branch and outside agencies of the department such as the Association for Manitoba Archives. Projects continue to be monitored by department staff and through review of final products such as local histories, CDs, videos and various reports.

In 2011-2012 the Heritage Grants Program approved 91 projects for a total of $330.6 in grants and $101.1 in bingos. Assistance was provided to the heritage community for various projects in research, collections management, programming, exhibitions and archaeology.

2(d) Heritage Grants Advisory Council:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Total Expenditures	403	1.00	411	(8)	

Arts Branch

The Arts Branch supports and stimulates the growth, development and sustainability of Manitoba arts and of Manitoba's arts-based and cultural industries in order to promote and enhance the creativity, identity and well-being of Manitobans and accelerate the contribution arts make to the economic viability and global profile of the province.

To achieve this objective, the branch assists and supports community initiatives to promote access by all Manitobans to the study, creation, production, exhibition and publication of works in the arts. The branch delivers support to the development of Manitoba's film and sound recording, publishing, visual arts and crafts industries, including support to the Manitoba Film and Sound Recording Development Corporation. The branch coordinates involvement in interprovincial, national and international cultural initiatives, and

provides support services and consultation in both official languages in the areas of marketing, arts management, resource development, skills training, events coordination and cultural policy.
The branch also maintains responsibility for the management of the Manitoba government art collection, including acquisition of art, maintenance and care of the existing collection and development of the policy and legislation that governs the collection.

Through funding to the Manitoba Film and Sound Recording Development Corporation, the Arts Branch supported over $56.6 million in Manitoba-based film production activity in 2011-2012. Nine feature films and 19 television or web-based productions were shot in the province in 2011-2012 including new episodes of the popular made-in-Manitoba television series, *Todd and the Book of Pure Evil* that is now broadcast worldwide. The vitality of this sector is further demonstrated through its diversity, with Aboriginal and French language projects flourishing in 2011-2012. Productions shot in Manitoba last year also included: *Hunting Season; Euphoria; Mad Ship; Silent Night; My Awkward Sexual Adventure; Keep Your Head Up Kid: The Sequel; and Pour Un Soir Seulement VI*, which were shot in a variety of locations throughout the province.

Manitoba's sound recording industry experienced another excellent year in 2011-2012. Manitoba artists released 226 recordings of which 17 were by Aboriginal artists and four by Francophone artists. Manitoba musicians and industry professionals also received 142 nominations with 43 of these winning regional, national and international awards at various music industry awards shows and events in 2011-2012.

These achievements also complement Manitoba Music's very successful Aboriginal Music Program supported in 2011-2012 with a grant of $75.0.

A total of 12 Manitoba book publishers published 106 titles in English, French and Cree in 2011-2012. The department supported the expansion of marketing activities, development of new product lines, professional skills upgrading, implementation of technological efficiencies, and extended the Manitoba Book Publishing Tax Credit to December 31, 2014. The tax credit is based on 40 per cent of Manitoba labour costs with a 10 per cent bonus on eligible forest-friendly printing costs. The tax credit assists all Manitoba book publishers and enhances the sustainability and competitiveness of Manitoba Publishers.

The branch provided project and administrative support to periodical/magazine publishers, which enabled the Manitoba Magazine Publishers' Association and their members to promote and market their product to increase readership and sales. In the literary arts sector, the department sponsored two book awards to acknowledge and celebrate Manitoba's writing and publishing community. The annual Margaret Laurence Award for Fiction was awarded to Alison Preston for *The Girl in the Wall* published by Signature Editions of Winnipeg. The Alexander Kennedy Isbister Award for Non-Fiction went to *King: William Lyon Mackenzie King: A Life Guided by the Hand of Destiny*, by Allan Levine and published by Douglas and McIntyre in Vancouver. These awards were administered on the department's behalf by the Association of Manitoba Book Publishers and the Manitoba Writers' Guild and presented at a gala organized by the Manitoba Writers' Guild with over a dozen other awards recognizing excellence in Manitoba's writing and publishing community.

In 2011-2012, 14 commercial galleries and visual arts/crafts industry associations were supported in 2011-2012 through the Visual Arts Assistance Program. The department provided funding to the Nunavut Gallery and Plug-In Institute of Contemporary art for website redevelopments, as well as supporting The Edge Gallery for creating a digitalized online gallery.

By assisting 19 community arts councils, 7 comités culturels, 10 provincial community arts associations, and 31 organizations delivering developmental arts programs on an ongoing or project basis, the branch supported audience and skills development programming in the performing, visual and literary arts with particular attention given to the development of the arts in rural and remote communities in Manitoba. These investments resulted in over 1,600 performances and visual arts exhibitions and countless student hours of community-based arts instruction throughout Manitoba. Through the Arts Development Project Support Program, 149 audience development and art skills development projects were supported across Manitoba, including 15 projects in remote communities.

In 2011-2012, the branch provided $485.0 to 10 major arts festivals with attendance of over 320,000 people. The branch also assisted community festivals by providing 51 grants through the Community Festivals and Events Program.

In 2011-2012, the branch partnered with the Manitoba Arts Council and Manitoba Education to provide $55.0 in support for 13 ArtsSmarts projects in six urban and seven rural/remote schools involving 24 professional, community-based artists, impacting 1,515 students and 84 educators throughout the province.

The Arts Branch continued to partner with Manitoba Education and Children and Youth Opportunities in the School and Community Arts program. The program includes a Youth Travel Grant, an After-School Arts Enrichment Program, and an Arts Education Access Program providing support of $140.0.

In 2011-2012, the department provided $40.0 for the Arts Education Access Program, providing assistance for a total of 18 projects taking place in 18 high-need communities, with the majority of support going to rural and northern communities.

In 2011-2012, the Aboriginal Cultural Initiatives Program provided support to 27 powwows, Métis dance and other cultural events towards the promotion and preservation of Aboriginal culture and heritage. The Aboriginal Arts Education component of the Aboriginal Cultural Initiatives Program provided 1,475 hours of arts instruction with 1,513 participants engaged in educational projects associated with traditional and contemporary Aboriginal art forms.

The department expanded the Urban Arts Centres program and provided operating support to 12 urban art centres totalling $444.4. The program supports arts-based programming in various targeted high-needs or underserved communities of Manitoba that helps to nourish personal and social development, contributes to healthy lifestyles in safe environments and provides opportunities for participants to be active and engaged citizens. Members of targeted urban communities benefit from art skills development opportunities and increased access to arts appreciation in a multitude of disciplines including visual arts, theatre, circus arts, music performance and media arts.

In 2011-2012, a provincial partnership between CHT, Manitoba Francophone Affairs Secretariat and Manitoba Arts Council enabled Manitoba to access matching funds from the federal department of Canadian Heritage to develop and implement the new program *L'Art en moi*. Administered by the department, *L'Art en moi* supports meaningful arts-based activities that promote francophone cultural identity in urban and rural communities, across age-groups and reflective of francophone diversity. Financial support totalling $149.0 was provided to 13 organizations for initiatives focusing on a variety of disciplines including music performance and appreciation, community and professional theatre, multimedia, visual arts and textile arts. The ground-breaking Métis Textile Exchange project coordinated by the *Alliance française* explored and promoted the art of Métis beadwork, textile weaving techniques and was supported by the Aboriginal Cultural Initiatives Program. The branch also continues to provide staff resources to the Saint-Boniface Bilingual Service Centre.

The Manitoba government art collection was expanded with 49 additional works of art in 2011-2012. Of these, 43 were new works purchased by the branch through regional juried art exhibitions, the annual provincial exhibition hosted by the Manitoba Society of Artists, the annual purchase activities of the Arts Advisory Committee and funds from Manitoba Infrastructure and Transportation. Six of the new works were donated to the provincial art collection by private citizens.

In 2011-2012, the branch continued to support the development and administration of contractual agreements relating to fiscal stabilization of major arts and cultural organizations. The Arts Branch continues to work with the Manitoba Arts Council, other levels of government and other funders to consult and assist with the fiscal stabilization of the Manitoba Conservatory of Music and Arts, Manitoba Opera Association, and the Winnipeg Symphony Orchestra.

2(e) Arts Branch:

Expenditures by Sub-Appropriation	Actual 2011-2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	675	11.00	695	(20)	
Other Expenditures	149		165	(16)	
Film and Sound Development	4,383		4,383	-	
Grant Assistance	3,985		3,935	50	
Total Expenditures	9,192	11.00	9,178	14	

Public Library Services Branch

Under the authority of *The Public Libraries Act* and associated *Regulations*, Public Library Services Branch (PLS) ensures that Manitobans have access to library services through strategic activities that support the development of strong community-based public library services in the province. To fulfill its broad mandate, the branch administers provincial legislation and grant assistance; provides direct consultative support, training and technical services to public library organizations, communities and residents of Manitoba; supports departmental efforts toward policy development; and operates central library functions.

In 2011-2012, grant assistance totaling over $5.9 million was provided to Manitoba's 59 public libraries and other related organizations, including the Manitoba Library Association, Manitoba Association of Library Technicians, Manitoba Library Trustees Association, Manitoba School Library Association and the Canadian Children's Book Centre. Significant progress has been made since the 2006 Public Libraries Review and resulting report *Reaching Our Vision: Providing High Quality, Sustainable Public Library Services For all Manitobans* with improvements in all three of the identified goals: access, quality and sustainability.

Since the 2005-2006 Public Libraries Review, over 38,000 Manitobans have gained access to local library services, largely as a result of increased funding for library establishment as well as pilot projects in Aboriginal communities. For example, local service was established in Easterville through an innovative partnership with the University College of the North.

In consultation with libraries and other key stakeholders, PLS has published a series of guidelines and standards for municipal and regional library systems. The goal is to assist with planning and development efforts and implement strategic improvements to library operations, facilities, collections, services and policies. A supplementary financial accountability document was also developed to provide libraries with clear reporting guidelines with the intent of achieving uniform reporting throughout the province. Web-based training presents exciting potential in the area of ongoing professional development, particularly for remote areas, and the branch has actively promoted web and site-based training opportunities.

In partnership with Literacy Partners of Manitoba and the Winnipeg Public Library, the branch participated in efforts to support regional adult literacy and settlement by developing and promoting plain language outreach tools to attract and inform new residents and literacy learners of the services of local libraries. A Welcome to the Public Library fact sheet has been developed and is now available in 14 languages. The branch distributed its multilingual holdings and initiated a cooperative arrangement to enable institutional loans of world language materials in over 30 different language categories to supplement local holdings. In conjunction with this effort, the work of professional staff assists with local collection development policies and strategies to ensure that relevant and timely resources are accessible province-wide to support the language and information needs of Manitobans.

One of the fastest growing service areas in libraries continues to be eBooks and downloadable audio books with over 210,000 circulations, representing an 87 per cent increase over the last fiscal year. In partnership with the Legislative Library and Manitoba Business Transformation and Technology, PLS has undertaken a ground-breaking migration effort from a legacy integrated library system to a proven and sustainable cross-jurisdictional open source platform. The framework established has exciting potential for library systems across government and in client library sectors.

2(f) Public Library Services:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	787	18.60	925	(138)	*1*
Other Expenditures	717		696	21	
Grant Assistance	5,472		5,493	(21)	
Total Expenditures	6,976	18.60	7,114	(138)	

1 *Variance reflects staff vacancies.*

Historic Resources Branch

The Historic Resources Branch (HRB), guided by *The Heritage Resources Act* (1986), works to ensure that physical reminders of Manitoba's past, such as sites, buildings and artifacts or rare and unique special places associated with provincial events or people, remain a vibrant part of community identity and quality of life. The branch is dedicated to safeguarding Manitoba's rich legacy of heritage resources through a variety of programs and activities.

Municipalities are encouraged to use enabling powers under *The Heritage Resources Act* to plan, protect, manage, and interpret local heritage resources. One of the structures established that supports these efforts is the Municipal Heritage Advisory Committees (MHACs). The communities of St. Clements and St. Andrews and the City of Selkirk have established the North Red River Regional Heritage Committee. The committee will ensure strategic co-ordination of joint actions, development of a unified website and the crafting of stronger, more sustainable heritage tourism strategies that benefit this historically important, and rapidly growing, region of the province. The committee has developed a strategic plan of action for the next three years.

Several MHACs are taking action following the completion of the Gimli MHAC model community heritage website, launched in January 2012. Using the handbook and accompanying DVD, four communities (Carman, St. Clements, Rivers, Baldur) are creating their own distinct heritage web presences to utilize this important new communication tool.

Community Heritage Manitoba (CHM), the umbrella group responsible for developing strategic goals and ensuring effective local heritage action especially for MHAC work, acted on the results of a 2010-2011 survey to devise a renewed CHM website to focus on preferred subjects of municipal heritage need: how-to materials, model projects and resource collections.

Efforts continue, whether it is through funding mechanisms or consultation to support the activities of many different organizations as well as owners of legally-protected properties to foster community heritage leadership and stewardship. The Signature Museums Program is an excellent example of this as it assists qualifying museums to become enhanced heritage tourism attractions. Over 114,000 people visited six Manitoba Signature Museums in 2011-2012, attending exhibits including the Mennonite Heritage Village's "Touch of Christmas" Living Nativity Event and Exhibit and the Commonwealth Air Training Plan Museum's "Yellow Wings Tour" Air Event. Signature Museums developed joint promotional materials in both print and electronic media, continuing the museums' partnership with Travel Manitoba to

undertake targeted marketing strategies to enhance their museum's visibility. Signature Museums upgraded their joint website (www.manitobasignaturemuseums.ca) to include timely event and photo updates in their social media sites.

Operating grants are available to community museums through the Community Museum Grants Program. The program supports facilities that protect and interpret Manitoba's heritage resources. In 2011-2012, 109 community museums received a total of $274.7 and hosted over 170,000 visitors. Approximately 80 per cent of community museums are rural or northern-based.

The Provincial Heritage Agency (PHA) grant program provides financial assistance to eight provincial heritage agencies to enhance the educational and public profile of Manitoba's heritage. Notable events undertaken by PHAs in 2011-2012 included Heritage Winnipeg's coordination of Doors Open Winnipeg, a free weekend event held each May that has attracted more than 250,000 visits to 70 heritage buildings city-wide since the event first began in 2004. In recognition of Manitoba Day, the Société historique de Saint-Boniface unveiled an original handwritten letter by Louis Riel that was donated to the Centre du patrimoine. In collaboration with the Collège universitaire de Saint-Boniface and Brandon University, the Société organized a symposium in commemoration of the 125th anniversary of Louis Riel and the 300th anniversary of Pierre-Esprit Radisson. The Manitoba Historical Society launched the new Lieutenant Governor's Award for Historical Preservation and Promotion that recognized individuals who have made a lasting contribution to the appreciation of history in their communities.

HRB maintains and updates comprehensive data collections for more than 21,000 sites: 7,393 archaeological sites, 9,942 historic buildings, 2,427 commemorative plaques and 1,418 Centennial Farms. This information, which ranges from locational data, photographs and ownership records to significance assessments and regional and thematic overviews, is accessed by developers, municipal governments, consultants and heritage organizations. The branch ensures that major developers and their consulting firms, which are required in their development and land management plans to provide reports on impacts on heritage resources, are provided with accurate and digitally accessible and transferable data reports. In 2011-2012, HRB developed 66 of these reports for consultants. The branch also co-ordinated eight major data collections for municipal governments and heritage organizations, as well as responded to approximately 500 community and departmental inquiries for data and information on a variety of heritage issues.

Site assessments and legal protection under *The Heritage Resources Act*, as well as policy agreements are undertaken regularly to ensure the intrinsic value of heritage resources is respected. In 2011-2012, the branch assessed 1,764 land development projects for their potential to adversely affect heritage resources. There were 68 projects that required heritage resource assessments prior to development and 71 heritage permits were issued.

The branch continues to work cooperatively with RCMP, Winnipeg Police, the Chief Medical Examiner, Aboriginal communities and local communities to manage "found human remains," comprised of burials occurring outside recognized cemeteries and not considered forensic, but of heritage significance. Branch staff recovered the remains of 11 individuals province-wide this past year and assisted with the repatriation of one individual to their community.

Ensuring proper maintenance, care and storage of heritage resources and associated materials recovered through archaeological impact assessment activities are important aspects of branch operations. The branch administers the Manitoba Hydro-funded Churchill River Diversion Archaeological Project (CRDAP). One burial mitigation excavation recovering one individual and two survey studies (Southern Indian Lake, Burntwood River system) were administered by branch staff in the CRDAP area.

Despite continuing high water levels in 2012, branch archaeologists administered three surveys and monitored numerous sites (Winnipeg River) during the sixth year of the System-Wide Archaeological Project. The branch administers the System-Wide Archaeological project under a 10-year agreement with Manitoba Hydro to protect the heritage resources of hydro-affected areas throughout Manitoba not covered by other projects. One survey was undertaken in the Sipiwesk Lake area under the Sipiwesk Lake Archaeological Project (SLAP). SLAP is part of the Northern Flood Agreement programming arranged between Manitoba Hydro and the Cross Lake First Nation. The 2010 survey located and

recovered artifacts from the site of Hudson's Bay Company's Sipiwesk House, established by David Thompson in 1792. Department archaeologists and the Cross Lake First Nation are continuing detailed investigations at this important site in 2012.

Heritage activities, such as designation, commemoration, conservation standards, maintenance or sustainability plans, continue to be important to municipalities and communities across the province. In 2011-2012, two municipalities designated and protected six new municipal heritage sites under *The Heritage Resources Act*. In Holmfield, the Centennial Hall and Swimming Hole (a rare rural site associated with pioneer recreation) was designated and in Gimli, four historic cottages were also designated.

The Special Places initiative, which enables communities to undertake comprehensive explorations of their heritage to determine authentic claims for historical significance and to define community identity, was extended to assist four municipalities to develop projects through heritage grant support. There are now 40 communities involved in this type of long-term, strategic work, and projects to date have involved the rigorous examination and assessment of more than 3,400 historic buildings, and the selection via community consultation and approvals by councils of 144 sites with notable heritage value.

The branch provides assistance to the owners/lessees of designated heritage buildings for work related to the preservation of their buildings. The branch administers the Designated Heritage Building Grants program, which is designed to assist the owners and lessees of a building that is of historical significance and is designated as a heritage site under *The Heritage Resources Act* or City of Winnipeg By-Law No. 1474/77. The program's objective is to ensure that work complies with *The Standards and Guidelines for the Conservation of Historic Places in Canada*. In 2011-2012, 30 grants totaling $235.0 were approved.

2(g) Historic Resources:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	1,359	22.05	1,330	29	
Other Expenditures	387		387	-	
Grant Assistance	1,126		1,254	(128)	
Total Expenditures	2,872	22.05	2,971	(99)	

Tourism Secretariat

2011-2012 marked the seventh year of the secretariat's operation. Activities included facilitation of community and industry tourism development planning, administration of *The Travel Manitoba Act*, management of government's tourism investments, consultation with other Manitoba government departments and central agencies, and coordination of the department's participation in tourism-related events and activities. Tourism Secretariat consultants provided specialized consulting to the industry on outdoor adventure tourism and on Aboriginal and regional tourism development in the areas of economic feasibility, business planning, project financing, quality coordination and advice on regulatory matters for existing and potential tourism attractions, services and facilities.

The Tourism Secretariat is committed to the development of tourism in the province, supporting the industry's efforts to strengthen the quality, competitiveness and sustainability of its products and services and to promote accessible, high-quality, environmentally sustainable tourism in Manitoba. The secretariat oversees development and implementation of the government's tourism policies, and ensures that the province's investments in tourism contribute to overall policy priorities. In partnership with its statutory agency, Travel Manitoba, the secretariat contributes to Manitoba's economic well-being by facilitating and supporting the development of a dynamic, environmentally sustainable tourism industry.

After leading all provinces in tourism industry growth in 2009, Manitoba's tourism industry again posted strong gains in 2010, reaching a record $1.26 billion in expenditures by tourists visiting and travelling in Manitoba. The rate of return on the government's investments in tourism development and promotion is consistently among the highest in Canada Through its support to Travel Manitoba, the secretariat assisted the agency to promote the province in established domestic and international markets, as well as to explore new markets in Canada, Mexico and southeast Asia.

Consistent with the government's commitment to build communities and grow the economy, the secretariat undertook a range of activities in 2011-2012 to support the development of key partnerships and collaborations that contribute to the sustainability of Manitoba's tourism industry. In 2011-2012, the secretariat administered provincial support for rural tourism initiatives undertaken by Manitoba's regional tourism associations, including participation in the 2012 Manitoba RV Show and regional projects that developed and enhanced rural tourism partnerships. Support to Manitoba's regional tourism associations enabled these organizations to maintain and build tourism development and promotional networks comprised of dozens of local governments and organizations, tourism businesses and attractions. The secretariat also facilitated regional partnerships with Travel Manitoba, including participation in the agency's Travel Manitoba's Cutting Edge experiential tourism workshops and other partnership initiatives.

Another focus of the secretariat's activities in 2011-2012 was the continued development of opportunities designed to assist the Aboriginal population toward greater participation in Manitoba's tourism industry. The secretariat continued work on the development of the new Waabanong Anishinaabe Interpretive Centre near Hollow Water First Nation, and continued to support the work of Eastside Aboriginal Sustainable Tourism Inc. to develop the tourism industry on the east side of Lake Winnipeg. Other initiatives included support for Aboriginal tourism training projects, support for the Indigenous Tribal Village at the Forks, and facilitating Aboriginal participation in the new Eastside Tourism Investment Program.

The secretariat continued key inter-departmental collaborations in 2011-2012, including the Star Attractions program, the Watchable Wildlife program and the Manitoba Agri-tourism Strategy. The Star Attractions highway signage program, administered in cooperation with Manitoba Infrastructure and Transportation, highlights Manitoba's premiere tourist sites for travelers on Manitoba's highways. The Manitoba Agri-tourism Strategy is a joint initiative with Manitoba Agriculture, Food and Rural Initiative to boost the number and range of agri-tourism enterprises in rural Manitoba. The Watchable Wildlife program is administered in partnership with Manitoba Conservation and Water Stewardship. Developments through the Watchable Wildlife program included the formal launch of Manitoba's portion of the 800 km International Pine to Prairie Birding Trail shared with the State of Minnesota, publication of the Manitoba Grasslands Trail Guide and construction of a new interpretive kiosk in Churchill highlighting beluga whales and other marine life on the Hudson Bay coast.

The secretariat continued to represent the tourism sector on Manitoba Conservation's Resource Tourism Licensing Advisory Committee, participated in ongoing reviews of applications for Crown Lands Permits, and provided consultation to Venture Manitoba Tours Ltd. in the management of the Falcon Lake Golf Course.

2(h) Tourism Secretariat:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	404	4.00	402	2	
Other Expenditures	305		337	(32)	
Grant Assistance	571		645	(74)	
Total Expenditures	1,280	4.00	1,384	(104)	

2(i) Travel Manitoba:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Total Grant Assistance	7,113	-	7,113	-	

Communications Services Manitoba

Communications Services Manitoba (CSM) coordinates and manages government advertising, communications and the delivery of public information services. As the government's central communication service, the division's mandate is to enhance the quality, consistency, accountability and cost-effectiveness of government advertising and communications. Services are delivered under the authority of *The Public Printing Act* and *The Coat of Arms, Emblems and the Manitoba Tartan Act*. The division also administers the province's Visual Identity Guidelines.

The division provides government departments with communication support such as project management, strategic communications planning, creative development and writing services. CSM also manages the delivery of government communications through coordination of the government's website, services provided to the news media, and the operations of the public information services: Manitoba Government Inquiry and Statutory Publications Branch. Communications support is also provided for Crown agencies.

The division's key service areas are: Advertising and Program Promotion, Creative Services, Public Affairs, Production and Media Procurement, News Media Services, and Internet and Business Services which includes Manitoba Government Inquiry and the Statutory Publications Branch.

Advertising and Program Promotion assists departments with the development of strategic communications plans, advertising plans, program strategies and promotional materials to ensure government advertising messages are high-quality, cost-effective and consistent. Staff consult with departments to develop the message, methodology and media to meet promotional needs. The unit also coordinates interdepartmental advertising and promotional programs, and implements standard graphic and design guidelines.

Creative Services provides direction to ensure the quality and effectiveness of all communications material produced on behalf of government departments. The branch works closely with divisional staff, departments and suppliers of creative services in the development of government communications strategies and components. Staff also provide copywriting and graphic design services to ensure consistent, high-quality materials for public information materials.

Public Affairs staff coordinate public information initiatives and advise on the most effective method of communications delivery. Staff prepare strategic communications plans, write news releases, act as liaisons for media and organize the media component of special events. Staff also research, write and follow through on the production of informational publications and coordinate departmental speeches for ministers. Public Affairs staff manage government communications for major emergencies such as flooding, extensive forest fires and situations requiring public evacuations and relocations. Responsibilities include staffing media telephone inquiry lines, arranging media interviews and producing and disseminating news releases and public information documents related to the emergency.

Production and Media Procurement coordinates the purchasing of print, design, electronic production, research and other advertising and communications services for government departments. It also provides media planning, purchasing and monitoring services for communications and advertising initiatives on behalf of departments, agencies and Crown corporations. Staff work with Public Affairs and Advertising and Program Promotion to develop strategies, proposals and estimates for information and advertising campaigns.

News Media Services provides final editing, coordination and distribution of news releases issued to Manitoba news media. News releases are also distributed on an immediate basis via personal delivery, electronic mail and the Internet. The branch offers independent advice, support and distribution of material for the Lieutenant Governor, independent offices of the Legislature such as the Ombudsman and Auditor General and departmental offices. Staff also provide support to the protocol office for VIP visits and Premier's conferences. In addition, the branch provides technical services such as pool light and sound for government media events, live broadcasts of the daily Question Period and organizational calls with the media. The office also employs the government photographer who supplies photography

services to members of the legislative assembly and to government. In 2011-2012, there were 794 news releases issued on behalf of the Manitoba government, reflecting the 90-day limitation on publications during an election period under *The Elections Finance Act*. There are also 28,171 subscribers to the news release email distribution system.

The Internet Business Unit manages the government's central homepage and resources that provide information about government programs and services for all Manitobans. The unit works closely with government departments and Business Transformation and Technology to develop innovative and effective ways to deliver public services and information through the government website. The site contains information from every department of government. The government website is updated every working day and provides current information including road conditions, news releases, legislative changes and new program announcements. The site is also an integral part of government's public communications strategy during emergencies and public safety information campaigns. The unit provided advice and guidance on the use of social media within CSM and for other government departments. There are three corporate social media channels (Facebook, Twitter and YouTube) as well as a dedicated Twitter channel for road information. A social media policy and standards are in place to govern the use of these channels in communicating program information to the public.

Manitoba Government Inquiry (MGI) provides a bilingual toll-free telephone information and referral service for all provincial programs and services. The service also responds to public inquiries through the operation of the Government of Manitoba website answer desk, and provides call centre services for special government initiatives such as emergency measures operations and provincial general elections. In 2011–2012, MGI responded to more than 123,000 inquiries from the public. Manitoba Government Inquiry works closely with the CSM Internet Business Unit to strengthen the coordination of telephone and online services.

The Statutory Publications Unit provides the public and special interest groups, such as legal, financial and educational organizations, with access to government information in printed and online formats. This includes the laws of Manitoba in the form of the *Continuing Consolidation of the Statutes of Manitoba*, related regulations, the *Manitoba Gazette*, and government publications. The unit manages the printing of statutes and regulations through contracted printers and updating of the statutes on the Manitoba website. They also manage distribution through subscriptions, mail order and over-the-counter sales. In 2011-2012, there were 1,166 non-government subscribers and 228 government subscribers, for a total of 1,394 subscribers.

During 2011-2012, the division provided emergency public communications support working collaboratively with Manitoba Emergency Measures Operations (EMO) and other departments to provide information to Manitobans. Before flooding started, the division assisted in organizing over 23 events to share information about flood preparations, equipment purchases and three flood outlooks/forecasts. A series of advertisements in newspapers provided information about flood preparations, insurance coverage and related topics. During the flood response CSM helped produce 98 media bulletins, organize 75 media briefings, and dozens of media tours and on-site briefings in flood-affected areas. Paid advertising provided information about topics such as preparing to evacuate and well water testing in flood-affected areas. Social media, including Twitter, Facebook and YouTube helped disseminate information and link Manitobans to extensive flood information available on the government website.

CSM worked with government departments to implement multi-media public information and social marketing campaigns that provide Manitobans with information that is useful and relevant on a range of topics. Specific recent campaigns have included positive parenting resources, encouraging Manitobans to get a flu shot, the tuition fee rebate program, free park entry, what to do during severe weather, encouraging Manitobans to participate in the national census.

3(a) Communications Services Manitoba:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	3,994	66.00	4,006	(12)	
Other Expenditures	1,168		1,160	8	
Public Sector Notices	455		1,966	(1,511)	*1*
Less: Recoverable from Other Appropriations	(1,355)		(2,725)	1,370	*1*
Total Expenditures	4,262	66.00	4,407	(145)	

1 *The Public Sector Advertising line is primarily used for tenders, legal notices and career ads, the costs of which are then recovered from departments. The variance reflects a reduced requirement for these types of advertisements during the fiscal year.*

Provincial Services Division

The Provincial Services Division delivers corporate information management programs and makes government information accessible to the public. It is made up of four branches: Translation Services, the Archives of Manitoba, the Information and Privacy Policy Secretariat and the Legislative Library. Services in this division are delivered in accordance with *The Archives and Recordkeeping Act*, *The Freedom of Information and Protection of Privacy Act*, *The Legislative Library Act* and *The Manitoba Act*.

Translation Services

The Translation Services Branch provides quality, cost-effective written and oral translation services to Manitoba government departments, corporations and agencies, including the courts and the Legislative Assembly, as required by *The Manitoba Act* and the French Language Services Policy. In 2011-2012, the volume of written translation in the official languages amounted to 18,171 pages, approximately 13.5 per cent higher than the planned production. The number of pages translated from French to English remained relatively stable in 2011-2012. The number of pages translated from English to French has increased significantly, which reflects an increase in demand from clients. The branch also hired a translator to Manitoba Education to help support its French Language Services needs.

Translation services were provided as follows:

	Actual		Estimate	
	Pages	**Words**	**Pages**	**Words**
English to French	16,857	4,214,275	14,000	3,500,000
French to English	1,314	328,423	2,000	500,000
Total:	**18,171**	**4,542,698**	**16,000**	**4,000,000**

Interpretation (oral translation) was provided in the courts and quasi-judicial tribunals, the Legislative Assembly and public hearings, as well as in conferences and national meetings hosted by Manitoba. Service requests required 253 staff person-days of interpretation duty and research, with attendance at 143 interpretation assignments. The decrease in interpretation requests compared to 2010-2011 stems from a significant reduction in the level of activities during the 90-day period prior to the 2011 election and a shorter fall legislative session.

Terminology staff establish, review and maintain records of nomenclature found in provincial documents. In 2011-2012, 674 terminology requests resulted in the communication of approximately 8,000 terms in both official languages.

3(b) Translation Services:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	1,424	24.00	1,627	(203)	*1*
Other Expenditures	824		624	200	*2*
Less: Recoverable from Other Appropriations	(290)		(235)	(55)	
Total Expenditures	1,958	24.00	2,016	(58)	

1 *Variance reflects staff vacancies.*
2 *Variance reflects an increase in contract translation costs due to staff vacancies*

Archives of Manitoba

The Archives of Manitoba preserves recorded information of all media, and facilitates access to records. The Archives protects information of fundamental significance to community identities, well-being and individual and collective self-knowledge. It documents the mutual rights and obligations entered into by society and those whom the people choose to govern. The Archives has the exclusive mandate to preserve the archival records of the government and its agencies, the courts, and the Hudson's Bay Company (HBC). The Archives also has a discretionary mandate for records of local public bodies and those of organizations and individuals in the Manitoba private sector.

Under *The Archives and Recordkeeping Act*, the Government Records Office (GRO) provides records management policies, standards and advisory services to government to support effective creation, use, protection and disposition of records. This year the GRO rolled out its Information Management Capacity Assessment Tool (IMCAT) to Manitoba government departments. The IMCAT is an assessment process designed to help departments evaluate and strengthen their information management capacity and practice. The GRO also completed scheduling and appraisal of important records of 13 government departments. Services to government also include controlled storage, retrieval and destruction services for paper-based records through the Government Records Centre. The Government Records Centre continued to provide regular services to government while overseeing a major expansion of its facility. The expansion provides additional storage capacity for both semi-active and archival records.

The Archives of Manitoba further enhanced accessibility to its holdings through the Keystone database on its website. Descriptions of government records were completed for 20 series, representing the archival records of several government entities including the Public Utilities Board, royal commissions and the school records collection. Descriptions were also completed for 30 private collections, representing the records of Manitoban individuals, families, businesses and organizations. This includes records relating to Louis Riel; records from three Manitoba municipalities; and records relating to Manitobans living with disabilities including the records of the Council of Canadian with Disabilities and Disabled Persons International.

Hudson's Bay Company Archives (HBCA) records processed and described and added to the database include 21 corporate record series and four private collections. These records include HBC executive files, Canadian head office correspondence files, Northern Stores department public affairs manager correspondence and subject files, London staff salary books and records of service and a variety of retail stores department files. Private records added include the personal memoirs of John Payne, a clerk and post manager serving at Labrador and Quebec posts, 1913-1938 and an addition to the Cecil Bradbury collection (mainly photographs) documenting his work as a clerk and post manager with HBC in the Eastern Arctic from 1919-1930.

Private sector holdings were increased by 52 metres in 2011-2012. Records acquired represent a wide spectrum of personal, family, organizational and business records which document Manitoba's history including the records of Manitoba politicians Sharon Carstairs, Mary Elizabeth Bayer and Doug Martindale. The Hudson's Bay Company Archives holdings increased by 9.75 metres and included an acquisition of a rare collection of silent HBC films (13 titles contained on 40 original reels) transferred from the National Film and Television Archives, British Film Institute, in London, England. The films constitute an exceptional visual record of Canada's north, produced primarily for the HBC's 250th anniversary celebrations in 1920. Related to the films is a photograph album donated this year by David M. Irvine, the grandson of former HBC employee Arthur M. Irvine. It consists of photographs taken during HBC's Moving Picture Expedition in 1919 documenting the creation of the company's film, *Romance of the Far Fur Country*. Dr. Arthur Ray donated his personal records documenting his 25 years of experience as an expert witness in a series of native rights cases which relied heavily on HBCA records.

The Archives of Manitoba (including HBCA) continues to be a major resource for authors of educational and academic publications, both print and online, documentary films, exhibitions, and television productions. Government and Private Sector Archives (GPSA) records including photographs and written accounts are featured in a documentary film about the 1919 Winnipeg General Strike. Audio recordings of Aboriginal and Métis fiddlers from Saulteaux and Métis communities are also featured in a publication about a well-known Métis fiddler and composer in Manitoba. HBCA records were used in a number of

publications and exhibitions related to Canada's history in 2011-2012. Interest in HBC's relationship to Aboriginal history was especially strong and included publications on Aboriginal Legal History, an exhibition on the history of the Cree People in Northern Quebec and a television mini-series on the Inuit in the Nunavik region of Northern Quebec.

For the first time, Archives of Manitoba staff participated in an innovative program for seniors sponsored by Age & Opportunity called *Senior Centre without Walls*. Three, one-hour presentations were delivered through teleconference for seniors. The participants were provided with printed images or reference material on a focused topic in advance of the presentation to simulate the experience of coming to the archives in person. Topics covered included a general overview and "how-to" for distance research, and content from archives exhibits in-house and online.

The Archives of Manitoba continued to serve as an institutional member of the Canadian Commission for UNESCO (United Nations Educational Scientific Organization) in recognition of the work it has undertaken to promote UNESCO's values through the designation of the Hudson's Bay Company Archives on the *Memory of the World* register and promotion of that designation through the website, tours, talks and exhibits.

The following table reflects some of the year's ongoing work among Archives of Manitoba core activities:

Core Activity	2011–2012 Actual	Core Activity	2011–2012 Actual
On-site research visits	3,427	Private Records Acquired (metres)	52
Remote enquiries	1,236	Government Records Acquired (metres)	871
Archival Records requested	39,389	Records Centre – Records requested by departments and agencies	24,703
Copies provided (all media)	55,560	Records Centre – Records transferred by departments and agencies (metres)	15,725
Microfilm reels loaned	1,614	Government Advisory Contacts	1,620
Visitor tours and events	1,454	Archival Extension Services (tours, talks, workshops)	30

Information and Privacy Policy Secretariat

The Information and Privacy Policy Secretariat (IPPS) provides corporate leadership and support to government and local public bodies about information accessibility and privacy initiatives. The secretariat carries out policy development, central coordination and administrative roles for *The Freedom of Information and Protection of Privacy Act* (FIPPA). It also assists members of the public who wish to make applications for access to information held by public bodies, and compiles statistics on the use of the Act.

IPPS is responsible for providing training to employees of departments, government agencies and local public bodies about their responsibilities in responding to access requests and implementing privacy protection under FIPPA. Regular meetings are held with Access and Privacy Coordinators of departments and agencies to exchange information concerning best practices and emerging issues. This year, staff of Civil Legal Services conducted a series of in depth presentations about the Act for the benefit of access coordinators and IPPS staff.

IPPS staff responded to more than 1,500 inquiries directed at the FIPPA help desk and provided consultation and educational services to government department and agency staff, as well as some local public bodies, on privacy protection assessment matters. The secretariat routinely disclosed a listing of FIPPA applications received by government departments each week on the FIPPA website.

3(c) Archives of Manitoba/Information and Privacy Policy Secretariat:

Expenditures by Sub-Appropriation	Actual 2010–2011 $000	Estimate 2010–2011 FTE	Estimate 2010–2011 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	2,827	48.60	2,819	8	
Other Expenditures	1,881		1,896	(15)	
Less: Recoverable from Other Appropriations	(670)		(703)	33	
Total Expenditures	4,038	48.60	4,012	26	

Legislative Library

The Legislative Library supports the development of a well-informed society by providing efficient, effective, confidential and impartial access to specialized information resources for the Legislature, government, and people of Manitoba, and ensures current and future access to Manitoba's published heritage. The Legislative Library is one of the province's oldest libraries, with a collection that reflects the changing interests and aspirations of Manitobans over a span of more than 100 years.

The main reading room at 200 Vaughan Street is used by researchers from the government and the general public who consult Manitoba community newspapers, local histories, historic documents and government publications. The historic Reading Room in the legislature holds debates, votes and proceedings, order papers, bills, statutes, gazettes, regulations from the Manitoba Legislature, other provincial legislatures, the territories and federal Parliament. Librarians use print and electronic sources to provide factual, statistical and comparative information, and supply specific documents on request at both locations.

As part of its ongoing outreach activities, the library provided tours, orientations, and information sessions for 154 clients from government, the Legislature, the legislative Intern program and university students.

A total of 24,300 items were added to the collections, including newspapers, magazines, clippings files, books and digitally born items. The library values the cooperation of Manitoba publishers for their participation in the legal deposit program under *The Legislative Library Act*. During 2011-2012, the print collection was augmented by 5,259 items, including 600 books, annual reports and 277 individual newspapers and magazine titles.

The *Digital Collection of Manitoba Government Documents* is an important source of current as well as historical information for the people of Manitoba, the civil service, and Legislative Assembly. In 2011-2012, under the legal deposit requirements of *The Legislative Library Act*, library staff added 600 unique items to this collection and updated 800 additional holdings. These new additions represent new studies, annual reports and reviews, and program information from Manitoba government departments, agencies, boards, commissions, the Legislative Assembly and its independent offices.

Clients and staff used a total of 15,300 documents from collections in their research over the past year, including 12,500 full-text articles from the subscription databases provided by the library for government and Members of the Legislative Assembly. In 2011-2012, reference services responded to 2,490 inquiries by phone, email and in person. With more services and collections now accessible online, the library has experienced increased web traffic with over 128,000 website visits. This web presence provides 24-7 remote access to the catalogue, subscription databases and two library-produced

electronic collections: *The Digital Collection of Manitoba Government Publications and Early Legislative Reporting.*

To increase access to and provide conservation of Manitoba government information, the library archives the electronic versions of publications by cataloguing them in the *Digital Collection of Manitoba Government Publications*. In 2011-2012, 1,400 individual items were added to the digital collection. The Legislative Library contributes Manitoba government publications records from this collection to the Association of Parliamentary Libraries in Canada's information portal on the internet.

In keeping with the library's mandate to preserve and make accessible government publications and Manitoba's published heritage, seven volumes of 1971 revised regulations and 24 volumes of *Journals and Sessional Papers,* (1910-1923), were converted to archival microfilm, and Manitoba regulations, (1945-1970), were re-mastered and preserved.

In 2011-2012, the library microfilmed approximately half of the 2010 issues of Manitoba rural newspapers it has on hand, with 129 reels of microfilm added to the extensive collection of positive and negative film. Preservation efforts were also directed towards microfilming unique historical Winnipeg newspaper titles: *The Standard* (1876-78); the *Evening Free Press & Sun* (1890); the *Morning Call* (1889); and the *Free Press News Bulletin* (1903-05), as well as several early Manitoba magazines: the *Rupert's Land Gleaner* (1890-92); *Martel's Weekly* (1905); *Bulman's/Country Life* (1910-16); and the *Commercial* (1904-12). These are the first Manitoba magazine titles the library has converted from print to microfilm.

Conservation and restoration work was done on the library's copy of the first issue of the *Nor'Wester*, published on December 23, 1859. (This is the very first newspaper published in the territory that became Manitoba.)

The library continued partnership with Manitobia, an initiative of the Manitoba Library Consortium and its partners that makes historically significant documents and publications accessible, free of charge online. As well as participating on the planning committee, the library provided the print copies of almost 300 local histories, which were scanned, digitized and made available on Manitobia's website.

3(d) Legislative Library:

Expenditures by Sub-Appropriation	Actual 2011–2012 $000	Estimate 2011–2012 FTE	Estimate 2011–2012 $000	Variance Over (Under)	Expl. No.
Salaries and Employee Benefits	852	15.50	868	(16)	
Other Expenditures	587		548	39	
Total Expenditures	1,439	15.50	1,416	23	

Boards and Agencies

The boards and agencies listed below report to the Minister of Culture, Heritage and Tourism. Unless otherwise indicated, their annual reports are tabled separately in the Legislative Assembly.

Centre culturel franco-manitobain

Legislation governing the Centre culturel franco-manitobain was proclaimed on June 11, 2009. The Centre culturel franco-manitobain, located on Provencher Boulevard, is home to many cultural groups that contribute to the cultural and artistic vitality of the franco-manitoban community. The new, modernized *Act* enables the corporation to take advantage of best business practices and strengthens the centre's ability to fulfill its continuing mission to present, promote, foster and sponsor cultural and artistic activities, in the French language, for all Manitobans.

Heritage Grants Advisory Council

The Heritage Grants Advisory Council makes recommendations to the Minister on funding under the Heritage Grants Program for projects which identify, protect or interpret the province's heritage. Application for funding under the Heritage Grants Program is open to any non-profit, incorporated community organization or local government. The Council's annual report is included in Culture, Heritage and Tourism's report on page 25.

Manitoba Arts Council

The Manitoba Arts Council is an arm's-length agency of the province, established in 1965 "to promote the study, enjoyment, production and performance of works in the arts." The council makes awards to professional arts organizations and individuals in all art forms including arts education, literary arts, performing arts and visual arts. The council uses a peer assessment process in making awards, with artistic excellence as the main criterion for assessment.

Manitoba Centennial Centre Corporation

Operating under *The Manitoba Centennial Centre Corporation Act*, the corporation is a Province of Manitoba Crown Corporation. The corporation's mandate is to manage the operation of the Centennial Concert Hall and its related services; provide property management services for organizations including The Manitoba Museum and Planetarium, the Manitoba Theatre Centre, Warehouse Theatre, Artspace building and the Manitoba Production Centre; and support culture and arts in the province for the benefit all Manitobans.

Manitoba Film and Sound Recording Development Corporation

A statutory corporation proclaimed under *The Manitoba Film and Sound Recording Development Corporation Act*, the corporation fosters the growth of the film and sound recording industries in Manitoba and establishes programs designed to provide financial and other assistance to these industries.

Manitoba Film Classification Board

Under the authority of *The Amusements Act*, the board is empowered to classify, but not censor, film and videotapes intended for public exhibition and in-home use as well as regulate the sale or rental of computer and video games classified by the Entertainment Software Ratings Board. The board consists of a Presiding Member, Deputy Presiding Member and not fewer than 14 members at large, appointed by the Government. The Council's annual report is included in Culture, Heritage and Tourism's report on page 19.

Manitoba Heritage Council

The Heritage Resources Act provides for the establishment of the Manitoba Heritage Council as an advisory body providing impartial expertise on heritage matters brought to their attention, such as evaluations and recommendations on commemoration of people, events, places or designation of properties as having provincial heritage significance. Council recommendations, if accepted by the Minister, are implemented by the Historic Resources Branch and reported as part of the branch's annual report.

Travel Manitoba

Travel Manitoba was created as a Crown agency on April 1, 2005 under *The Travel Manitoba Act* to foster development, growth and diversity in the tourism industry in Manitoba. Travel Manitoba is responsible for: marketing Manitoba as a desirable tourist destination, providing appropriate visitor and information services, stimulating the growth and competitiveness of the tourism industry and enhancing public awareness of the importance of the tourism industry.

Venture Manitoba Tours Ltd.

Venture Manitoba Tours was established under *The Corporations Act* and manages the Falcon Lake Golf Course, which is owned by the Province. The corporation's financial statements are published in the province's Public Accounts and are reviewed by the Public Accounts Committee of the Legislature.

Financial Information Section

Manitoba Culture, Heritage and Tourism

Reconciliation Statement

($000)

Details	2011-2012 Estimates
2011-2012 MAIN ESTIMATES	64,100
MAIN ESTIMATES AUTHORITY TRANSFERRED FROM:	
- Enabling Appropriations • Internal Service Adjustments	238
MAIN ESTIMATES AUTHORITY TRANSFERRED TO:	
- Immigration and Multiculturalism	(808)
2011-2012 Estimates	**63,530**

Manitoba Culture, Heritage and Tourism
Expenditure Summary
for the fiscal year ended March 31, 2012
with comparative figures for the previous fiscal year

Estimate 2011–2012 ($000)	Appropriation	Actual 2011-2012 ($000)	Actual 2010-2011 ($000)	Increase (Decrease) ($000)	Expl. No.
	14-1 Administration and Finance				
37	(a) Minister's Salary	37	37	-	
	(b) Executive Support:				
656	Salaries and Employee Benefits	726	632	94	
48	Other Expenditures	48	52	(4)	
	(c) Financial and Administrative Services:				
1,013	Salaries and Employee Benefits	920	938	(18)	
330	Other Expenditures	328	245	83	
	(d) Manitoba Film Classification Board:				
206	Salaries and Employee Benefits	307	324	(17)	
228	Other Expenditures	139	138	1	
2,518	**Total 14-1**	**2,505**	**2,366**	**139**	
	14-2 Culture and Heritage Programs				
	(a) Executive Administration:				
536	Salaries and Employee Benefits	368	416	(48)	
62	Other Expenditures	123	140	(17)	
9,897	(b) Grants to Cultural Organizations - Operating	10,285	9,636	649	
9,620	(c) Manitoba Arts Council	9,601	9,763	(162)	
(875)	Less: Recoverable from Urban Development Initiatives	(875)	(875)	-	
411	(d) Heritage Grants Advisory Council	403	435	(32)	
	(e) Arts Branch:				
695	Salaries and Employee Benefits	675	642	33	
165	Other Expenditures	149	187	(38)	
4,383	Film and Sound Development	4,383	4,133	250	
3,935	Grant Assistance	3,985	3,833	152	

Manitoba Culture, Heritage and Tourism
Expenditure Summary
for the fiscal year ended March 31, 2012
with comparative figures for the previous fiscal year

Estimate 2011–2012 ($000)	Appropriation	Actual 2011-2012 ($000)	Actual 2010-2011 ($000)	Increase (Decrease) ($000)	Expl. No.
	14-2 Culture and Heritage Programs (cont'd)				
	(f) Public Library Services:				
925	Salaries and Employee Benefits	787	840	(53)	
696	Other Expenditures	717	709	8	
5,493	Grant Assistance	5,472	5,425	47	
	(g) Historic Resources:				
1,330	Salaries and Employee Benefits	1,359	1,449	(90)	
387	Other Expenditures	387	394	(7)	
1,254	Grant Assistance	1,126	1,157	(31)	
	(h) Tourism Secretariat:				
402	Salaries and Employee Benefits	404	383	21	
337	Other Expenditures	305	359	(54)	
645	Grant Assistance	571	618	(47)	
	(i) Travel Manitoba:				
7,613	Grant Assistance	7,613	7,602	11	
(500)	Less: Recoverable from Other Appropriations	(500)	(500)	-	
47,411	**Total 14-2**	**47,338**	**46,746**	**592**	
	14-3 Information Resources				
	(a) Communications Services Manitoba:				
4,006	Salaries and Employee Benefits	3,994	3,943	51	
1,160	Other Expenditures	1,168	1,214	(46)	
1,966	Public Sector Advertising	455	318	137	*1*
(2,725)	Less: Recoverable from Other Appropriations	(1,355)	(1,070)	(285)	*1*
	(b) Translation Services:				
1,627	Salaries and Employee Benefits	1,424	1,524	(100)	
624	Other Expenditures	824	655	169	*2*
(235)	Less: Recoverable from Other Appropriations	(290)	(275)	(15)	

Manitoba Culture, Heritage and Tourism
Expenditure Summary
for the fiscal year ended March 31, 2012
with comparative figures for the previous fiscal year

Estimate 2011–2012 ($000)	Appropriation	Actual 2011-2012 ($000)	Actual 2010-2011 ($000)	Increase (Decrease) ($000)	Expl. No.
	Information Resources (cont'd)				
	(c) Archives of Manitoba:				
2,819	Salaries and Employee Benefits	2,827	2,609	218	
1,896	Other Expenditures	1,881	1,901	(20)	
(703)	Less: Recoverable from Other Appropriations	(670)	(643)	(27)	
	(d) Legislative Library:				
868	Salaries and Employee Benefits	852	997	(145)	3
548	Other Expenditures	587	551	36	
11,851	**Total 14-3**	**11,697**	**11,724**	**(27)**	
	14-4 Costs Related to Capital Assets				
967	(a) Amortization Expense	967	595	372	
783	(b) Interest Expense	782	745	37	
1,750	**Total 14-4**	**1,749**	**1,340**	**409**	
63,530	**TOTAL EXPENDITURES 14**	**63,289**	**62,176**	**1,113**	

Explanations:

1 *The Public Sector Advertising line is primarily used for tenders, legal notices and career ads, the costs of which are then recovered from departments. The variance reflects a reduced requirement for these types of advertisements during the fiscal year.*

2 *Variance reflects an increase in contract translation costs due to staff vacancies.*

3 *Variance reflects staff vacancies.*

Manitoba Culture, Heritage and Tourism

Revenue Summary by Source

for the fiscal year ended March 31, 2012

with comparative figures for the previous fiscal year

Actual 2010–2011 ($000)	Actual 2011-2012 ($000)	Increase (Decrease) ($000)	Source	Actual 2011–2012 ($000)	Estimate 2011-2012 ($000)	Variance ($000)	Expl. No.
			Current Operating Programs:				
			Other Revenue:				
711	778	67	Hudson's Bay History Foundation	778	800	(22)	
426	511	85	Communications Services Manitoba	511	336	175	*1*
437	399	(38)	Manitoba Film Classification Board Fees	399	448	(49)	
337	301	(36)	Archives of Manitoba Fees	301	347	(46)	
316	298	(18)	Statutory Publication Fees	298	388	(90)	*2*
110	98	(12)	Translation Services Fees	98	160	(62)	*3*
7	8	1	Sundry	8	172	(164)	*4*
2,344	**2,393**	**49**	**Total - Other Revenue**	**2,393**	**2,651**	**(258)**	
			Government of Canada:				
(153)	-	153	Historic Places Initiative	-	-	-	
77	77	-	Official Languages in Education	77	77	-	
(76)	**77**	**153**	**Total - Government of Canada**	**77**	**77**	**-**	
2,268	**2,470**	**202**	**TOTAL REVENUE - CURRENT OPERATING PROGRAMS - 14**	**2,470**	**2,728**	**(258)**	

Explanations:

1 Variance reflects increased services to Crown Corporations for various ad campaigns.

2 Variance reflects decreased number of subscriptions and sales due to increased availability of free on-line editions.

3 Variance reflects decreased translation services requested by Crown Corporations and Special Operating Agencies.

4 MCCC - Managed property awaiting lease

Historical Information

Manitoba Culture, Heritage and Tourism

Five-Year Expenditure and Staffing Summary

for years ending March 31, 2008 to March 31, 2012

($000)

	ACTUAL/ADJUSTED ESTIMATES OF EXPENDITURES*									
	2007–2008		2008–2009		2009–2010		2010-2011		2011-2012	
APPROPRIATION	FTE	$	FTE	$	FTE	$	FTE	$	FTE	$
14-1 Administration and Finance	36.60	2,679	36.60	2,791	37.00	2,717	37.00	2,366	37.00	2,505
14-2 Culture, Heritage and Tourism Programs	65.05	88,102 [1]	66.05	51,365 [2,3]	65.65	52,069 [3]	61.65	46,746	62.65	47,338
14-3 Information Resources	153.10	12,095	153.10	12,964	154.10	11,801	154.10	11,724	154.10	11,697
14-4 Costs Related to Capital Assets		673		649		873		1,340		1,749
TOTAL	**254.75**	**103,549**	**255.75**	**67,769**	**256.75**	**67,460**	**252.75**	**62,176**	**253.75**	**63,289**

** Adjusted figures reflect historical data on a comparison basis in those appropriations affected by a re-organization during the years under review*

1 Reflects funding approved for the Province's contribution to the Canadian Human Rights Museum.

2 Reflects funding approved in 2008-2009 for the improvements to the Keystone Centre for the 2010 Memorial Cup.

3 Reflects funding approved in support of Manitoba's participation in the 2010 Vancouver Olympics and Paralympics

Performance Reporting

The following section provides information on key performance measures for the department for the 2011-2012 reporting year. All Government of Manitoba departments include performance measures in their Annual Reports to complement the financial results and provide Manitobans with meaningful and useful information about government activities and their impact on the province and its citizens.

For more information on performance reporting and the Manitoba government, visit www.manitoba.ca/performance

Your comments on performance measures are valuable to us. You can send comments or questions to mbperformance@gov.mb.ca

Measures of Performance or Progress:

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2011-2012 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
1. The amount of **film production activity** in Manitoba, using data generated by Manitoba Film and Music.	Globally, the arts and entertainment industry is one of the fastest growing in the world. The film industry, in particular, generates high levels of employment in relation to the dollars invested, raises Manitoba's national and international profile, and attracts off-shore investment into the province.	In 1999-2000, the level of film production in Manitoba was just over $50 million.	In 2011-2012 Manitoba's film industry recorded $56.6 million in production activity representing 51 screen based media projects.	The target of $100 million in production activity by 2005 was achieved in 2002-2003. By 2007-2008 production activity had increased to $123.4 million then dropped to $66 million in 2008-2009, as a result of the global recession and the high Canadian dollar. Since then, production activity has fluctuated between $78.5 and $56.6 million. While the number of productions has remained stable, budgets are lower and further negatively impacted by fewer dramatic television series being produced.	Manitoba boasts one of the most competitive production tax credit and financial production incentives in North America. Manitoba's screen based industries are strong, based on diverse genre, format, language and distribution for transmedia, television and film. In 2011-2012 Manitoba played host to 51 productions including 14 feature films, 37 television and documentary projects of which 35 were locally produced, 12 co-produced and 4 were service productions.

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2011-2012 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
2. The **size of Manitoba's tourism industry** by tracking Statistics Canada data on the amount of annual tourist spending and the number of person-days of tourist visits in Manitoba. The data is synthesized with industry growth percentages calculated by the Conference Board of Canada.	The tourism industry has a direct and immediate impact on the province's balance of trade. A strong industry has the potential to attract off-shore dollars into Manitoba and keep Manitoba dollars at home.	In 2006, the number of person-days of tourism visits in Manitoba totalled 7.7 million. Tourism and travel expenditures in Manitoba totalled $1.12 billion.	After reaching a record high 8 million person-visits in 2007, in 2008 the number of person-days of tourism visits in Manitoba dropped back 3.7% to the 2006 level of 7.7 million, rebounding 5.2% in 2009 to a new 8.1 million high. Total inbound tourism expenditures in Manitoba achieved a record $1.26 billion in 2010.	The recessionary slowdown in global tourism continued in 2009, followed by a rebound in 2010 that appears to have slowed in 2011. Although 2008 marked the first decline for Manitoba after 10 years of steady growth, Manitoba has consistently ranked in the top three provinces in year over year industry growth. After a recession-related decline in 2008, Manitoba rebounded with growth of 2.6% in 2009, the highest among all provinces. Growth continued in 2010, with Manitoba being narrowly edged out by Newfoundland for third place in growth among all provinces.	Preliminary data for 2010 and 2011 on U.S. travel into Manitoba points to a leveling off after ten years of declining U.S. visitation to Manitoba and to Canada as a whole. In Canada in 2009, domestic tourism (Canadians travelling in Canada) accounted for over 90% of total tourism visits. Manitobans travelling in Manitoba accounted for 85% of Manitoba's total tourism visits. Manitoba's tourism industry generates approximately $250 million annually in provincial tax revenues, sustains 13,500 direct jobs within the province and helps to sustain a further 50,000 jobs in Manitoba.
3. **Access to public library services**, using data collected by the department's Public Library Services (PLS) Branch on the number of districts supporting public library access;	Libraries are local gateways to knowledge and provide a basic condition for lifelong learning, independent decision-making and cultural development of	In 2004, there were 138 of 363 districts supporting public library access through 24 local service providers, and 30 regional service providers with 60	In 2011, there were 153 of 363 districts supporting public library access through 27 local service providers, and 32 regional service providers with 65	The number of municipalities and Manitobans with access to library services has steadily increased since 2004 as a result of increased establishments in rural	PLS continues implementation of the Public Libraries Review recommendations, which have featured increased library access, service to First

What is being measured and using what indicator?	Why is it important to measure this?	What is the starting point? (baseline data and year)	What is the 2011-2012 result or most recent available data?	What is the trend over time?	Comments/Recent Actions/Report Links
library membership; and facility visits.	individuals and community groups. Access to library services is a basic determinant of library use.	service points. Public library systems reported 546,043 active memberships and 3,241,560 annual facility visits.	service points. Public library systems reported 569,045 active memberships and 4,462,952 annual facility visits.	municipalities, and partnership agreements with existing regional and municipal library systems.	Nations, increased funding support, new electronic formats and review of programs.
4. The number of **visits to Manitoba museums and archives**, using annual combined total person-visits to The Manitoba Museum, Signature Museums and the Archives of Manitoba.	This measure provides an indication of interest in and exposure to Manitoba's cultural and heritage assets. The benefits are that the value and significance of these assets are understood and appreciated by current generations and preserved and protected for future generations.	In 2004-2005, a total of 689,759 person-visits were made to: The Manitoba Museum (517,172); Archives of Manitoba (7,189); Signature Museums around the province (165,398).	Total visitation in 2011-2012 increased slightly compared to 2010-2011, from 479,291 to 482,090. Person-visits in 2011-2012 included: The Manitoba Museum (363,338); Archives of Manitoba (4,878); Signature Museums (113,874).	From 2004-2005 until 2009-2010, visitation rates decreased overall. Declining personal visitation to archives corresponds to increased use of the internet. Museum visitation corresponds with a general decline in U.S. tourism into Canada since 9/11, followed by the global economic recession. Since 2010-2011, visitation has increased to the Archives of Manitoba by 7.8% due to an increased emphasis on tours and public programming, and to Signature Museums by 8.5% due in part to the ongoing efforts related to joint marketing; however, The Manitoba Museum continues to struggle with declining visitation.	Travel Manitoba has implemented a multi-year strategy to reverse the downward trend in U.S. tourism. Signature Museums continue to develop jointly targeted print and television marketing materials to enhance visibility and visitation. Like comparable organizations in Canada, the Archives of Manitoba continues to expand its website and database content to offer online service options.

The Public Interest Disclosure (Whistleblower Protection) Act

The Public Interest Disclosure (Whistleblower Protection) Act came into effect in April 2007. This law gives employees a clear process for disclosing concerns about significant and serious matters (wrongdoing) in the Manitoba public service, and strengthens protection from reprisal. The Act builds on protections already in place under other statutes, as well as collective bargaining rights, policies, practices and processes in the Manitoba public service.

Wrongdoing under the Act may be: contravention of federal or provincial legislation; an act or omission that endangers public safety, public health or the environment; gross mismanagement; or knowingly directing or counseling a person to commit wrongdoing. The Act is not intended to deal with routine operational or administrative matters.

A disclosure made by an employee in good faith, in accordance with the Act, and with a reasonable belief that wrongdoing has been or is about to be committed is considered to be a disclosure under the Act, whether or not the subject matter constitutes wrongdoing. All disclosures receive careful and thorough review to determine if action is required under the Act, and must be reported in a department's annual report in accordance with Section 18 of the Act.

The following is a summary of disclosures received by Manitoba Culture, Heritage and Tourism for fiscal year 2011-2012:

Information Required Annually (per Section 18 of The Act)	Fiscal Year 2011-2012
The number of disclosures received, and the number acted on and not acted on. *Subsection 18(2)(a)*	NIL
The number of investigations commenced as a result of a disclosure. *Subsection 18(2)(b)*	NIL
In the case of an investigation that results in a finding of wrongdoing, a description of the wrongdoing and any recommendations or corrective actions taken in relation to the wrongdoing, or the reasons why no corrective action was taken. *Subsection 18(2)(c)*	NIL